MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017 / 2018

PBU0044 / PBU 0045 – INTRODUCTION TO BUSINESS / INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

9 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 5 questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the Answer Booklet.

QUESTION 1 [20 MARKS]

a. Economic stability is important for every nation. Stability of an economy can be threatened by certain factors. Explain the below conditions in an economy.

i) Inflation
ii) Unemployment
iii) Recession
iv) Depression (8 marks)

b. The government acts to manage the country economic system through 2 sets of policies. Explain the **TWO (2)** types of policies. (6 marks)

c. Corporate social responsibility is a concept that addresses the overall way in which a business attempts to balance its commitments to relevant group of stakeholders. Explain how corporations violate their corporate social responsibilities towards their investors. (6 marks)

QUESTION 2 [20 MARKS]

a. Market segment is a process of dividing a market into categories of customer types, or "segments". Explain the below market segment.

i) Geographic variables
ii) Demographic variables
iii) Psychographic variables (6 marks)

b. List the stages in product life cycle (PLC) (4 marks)

c. Explain the **TWO (2)** types of pricing strategies for a new product. (4 marks)

d. List the **FOUR (4)** types of promotional mix tools. (4 marks)

e. Explain the role of wholesalers and retailers. (2 marks)

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QUESTION 3 [20 MARKS]

a. Mr.Halim is making a decision on the total amount to be deposited in his saving account. He is planning to deposit RM500,000 in one of his saving accounts. Suggest the best amount of money to be deposited into his account and explain the role of Federal Deposit Insurance Corporation (FDIC). (10 marks)

b. List and explain the role of **TWO (2)** international financial bodies. (6 marks)

c. Explain Bull market and Bear Market. (4 marks)

QUESTION 4 [20 MARKS]

a. Define the management process. (5 marks)

b. Sam has just been promoted to be a manager in his department. What are the **TWO (2)** management skills that Sam needs to possess? Explain. (6 marks)

c. The Human Resource division can opt for internal and external recruitment. Explain the difference between the two. (2 marks)

d. Briefly explain the importance of a performance appraisal. (2 marks)

e. State and explain the **TWO (2)** early approaches to leadership. (5 marks)

QUESTION 5 [20 MARKS]

a. Define the term counterproductive behaviour and provide **FOUR (4)** examples of counterproductive behaviour in an organisation. (6 marks)

b. Mr. Jefferson has noticed that the motivation level of his employees has dramatically declined. This will affect their individual performance and the overall company performance. State and explain the **FIVE (5)** strategies and techniques that can be applied to improve the employees' motivation level. (14 marks)

End of Paper.